

# School Hero Project

## Alex's Timeline

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### January 18, 1996

- Alexandra "Alex" Scott is born in Manchester, CT to proud parents Liz and Jay Scott and big brother Patrick. The family lives in Storrs, CT, near The University of Connecticut.

### 1997

- January 16th: Doctors diagnose Alex with neuroblastoma, a type of childhood cancer.
- January 17th: Alex undergoes 12 hours of surgery to remove her cancerous tumor. Doctors are able to remove most of the tumor, but not all of it. She is paralyzed during surgery and her parents are told she will never walk.
- January 18th: Alex turns one year old. She spends her first birthday recovering from surgery in the Intensive Care Unit.
- Alex immediately starts physical therapy and makes steady progress.
- Doctors decide to let Alex recover while they keep a close watch over the tumor with frequent MRI scans to see if it grows.
- October: The Scotts move to West Hartford, CT to be closer to the hospital where Alex is being treated in Hartford, Connecticut.

### 1998

- January 18th: Alex celebrates her 2nd birthday!
- Alex continues to receive physical therapy and with hard work, has learned to crawl and to stand with leg braces.
- June: Doctors see that Alex's tumors are starting to grow again. She immediately undergoes a surgery to remove one large tumor.
- August: Alex and her family welcome a new baby boy into their family. They name him Edward "Eddie" after his grandfather.
- October: Alex starts chemotherapy with hopes of stopping her cancer from growing and spreading.

### 1999

- January 18th: Alex celebrates her 3rd birthday. She is full of life, happy and can now walk with leg braces.
- January - June: Alex switches chemotherapies several times because they are not working; her cancer continues to grow.
- June - August: In hopes of stopping her cancer from growing and spreading Alex undergoes three surgeries in New York City within a 3 month period.
- September: Cancer spreads into Alex's bones. Alex and her parents travel to many hospitals to get different opinions but most do not have other chemotherapy treatments or cancer treatments to offer.
- November: Alex and her parents don't give up and they travel to Children's Hospital of Philadelphia where they meet a doctor who has experimental treatments that might help Alex. Alex receives an experimental treatment and it kills some of her cancer and makes her feel better immediately. This visit changes her family's life forever.

## 2000

- January 18th: Alex celebrates her 4th birthday. At her request, her family throws a "surprise" party for her.
- January 20th: Alex is admitted to the hospital in Connecticut to undergo very intense chemotherapy followed by a stem cell transplant.
- Alex is in the hospital for a month recovering from her stem cell transplant. During this time, she tells her mother she wants to have a lemonade stand after she gets out of the hospital.
- February - June: Alex continues asking her parents about this lemonade stand. In June, keeping her promise Alex has a lemonade stand; she is so excited she gets dressed in her 'lemonade clothes' the night before. The Hartford Courant runs a small news story about Alex's upcoming lemonade stand. The next day she raises \$2000 to give to 'her doctors.'
- September - December: Alex and her family travel back and forth to The Children's Hospital of Philadelphia to receive experimental treatments. Despite the treatments, her cancer continues to steadily grow.

## 2001

- January: After traveling from Connecticut to Philadelphia for 2 years, Alex's parents decide to move to Pennsylvania so she can receive more treatments at The Children's Hospital of Philadelphia.
- April: Alex's family moves to Wynnewood, Pennsylvania. Alex immediately starts a new chemotherapy.
- May - September: Alex's family enjoys their new home and they are thrilled at the good news that the new chemotherapy is working against Alex's cancer.
- September: Alex starts kindergarten at Penn Wynne Elementary School, where her brother Patrick is in 2nd grade.
- October: Alex has her 2nd annual lemonade stand in the front yard of her family's suburban Philadelphia home. Despite the cold weather and being new to the neighborhood, word starts to spread about Alex's Lemonade Stand and she raises over \$700 in her front yard. She donates the money to The Children's Hospital of Philadelphia for childhood cancer research.

## 2002

- January 18th: Alex celebrates her 6th birthday with her new friends from kindergarten.
- April: Alex's friend, Toireasa, from the hospital dies from neuroblastoma.
- May: Alex announces to her family that she is having another lemonade stand and that she is dedicating her stand to Toireasa.
- May: The Philadelphia Inquirer runs a feature story in their Sunday newspaper about Alex and her upcoming stand. Alex immediately starts receiving donations in the mail from people who want to help.
- June: Alex has her 3rd annual Alex's Lemonade Stand in her front yard and raises over \$12,000. She donates the money to neuroblastoma research at The Children's Hospital of Philadelphia in memory of Toireasa.
- August: Alex and her family establish Alex's Lemonade Stand Fund at The Philadelphia Foundation.
- June - November: News stories continue to tell Alex's story nationally and on television, including an advertisement featuring Alex and her stand, sponsored by CIGNA insurance company in People, Time, and Sports Illustrated Magazines.
- Alex raises a total of over \$40,000 by the end of 2002. Alex tells her mother that she believes it is important to give money to research all kinds of childhood cancer, at hospitals all across the country, because in her words, "All kids want their tumors to go away."

## 2003

- January 18th: Alex celebrates her 7th birthday with a karate party. She is still responding to the chemotherapy and has less cancer in her body than at any time since she was diagnosed.
- February: Alex's doctor informs her parents that the chemotherapy is no longer working. Her cancer has started to grow again. Alex starts a new experimental chemotherapy, with the hope of slowing down the cancer.
- March: Alex and her two brothers welcome another baby brother, Joseph "Joey," with excitement and enthusiasm.
- June: Despite having a tough time with her new treatments, Alex holds her 4th annual Lemonade Stand. Amazingly, she brings in \$18,000 despite the pouring rain.

- July - December: Alex's fundraising continues to get local and national media attention. Her dream for a cure inspires people all over to send in donations, letters, and cards as well as hold their own lemonade stands to support her efforts. A total of \$80,000 is raised for childhood cancer in 2003 by Alex.
- November - December: Alex's personal fight with her cancer becomes very difficult as the cancer spreads to her lungs and liver.

## 2004

- January 18th: Alex celebrates her 8th birthday at Build-A-Bear workshop.
- February: Alex's parents meet with doctors to discuss Alex's rapidly growing cancer. They plan to keep treating her with the goal of keeping her pain under control and keeping her comfortable.
- March: Alex's mother hears Alex tell a reporter that she hopes to raise \$1 million in 2004 for childhood cancer.
- April - May: Alex's cancer is growing rapidly but Alex is determined to raise awareness and reach her goal.
- Word of Alex's determination and \$1 million goal spreads. In an effort to reach her goal, Alex's parents help her plan the 1st National Lemonade Days with a plan of having a stand in every state on the same day as Alex's hometown stand.
- June 1st - 9th: Alex's Lemonade Stand and her inspiring efforts reach millions as she appears on Oprah, The Today Show, CBS Early Show, CNN, and in dozens of newspapers across the country. Donations, emails, and letters come in from around the world.
- June 10th: Alex is well enough to attend her 5th annual Alex's Lemonade Stand at her school, Penn Wynne Elementary. Her friends and neighbors help to organize and run the stand and raise over \$40,000 at that stand alone. On this day, Alex's dream of a stand in every state is realized as volunteers across the country participate in the 1st Annual National Lemonade Days.
- July: Alex has raised over \$700,000 towards her goal of \$1 million. Volvo Cars promises her that she will reach her goal of \$1 million.
- August 1st: Alex passes away comfortably at home with her family by her side. News of her death is reported nationally and internationally. She leaves a legacy and a following of people dedicated to finding a cure for childhood cancer.
- August - December: The Scott Family receives an overwhelming, outpouring of support and encouragement to continue raising awareness and funds for childhood cancer through Alex's Lemonade Stand. By year end, Alex's Lemonade Stand has exceeded Alex's goal - raising \$1.4 million for childhood cancer research.

## 2005

- January 18th: On what would have been Alex's 9th birthday, Alex's Lemonade Stand becomes incorporated as a non-profit charity. Alex's Lemonade Stand Foundation is officially born!
- May: The owners of a thoroughbred horse, coincidentally named Afleet Alex, bring national awareness to Alex's Lemonade Stand Foundation. Afleet Alex runs in the Kentucky Derby and places 3rd. The Scott family sets up a lemonade stand at The Kentucky Derby. Afleet Alex goes on to win The Preakness and The Belmont Stakes - two races in the prestigious Triple Crown Series. The owners donate a portion of the horse's winnings to Alex's Lemonade Stand Foundation.
- June 10th - 12th: The 2nd Annual National Lemonade Days is held. Over 1000 Alex's Lemonade Stands are held during this three day event, raising \$1 million for childhood cancer research.  
June 10th: Keeping Alex's tradition alive, Alex's original hometown stand is held by her family and friends at Penn Wynne Elementary School. Over \$65,000 is raised at this stand.
- October: Friends and family of Alex in Hartford, CT continue her dream to inspire people to make a difference by holding a Gala which brings in approximately \$140,000.
- All year long: Over 30,000 volunteers nationwide hold thousands of lemonade stands and send the proceeds to Alex's Lemonade Stand Foundation. Lemonade Stands are held anywhere and anytime, by schools, churches, families, and people of all ages.
- Alex's Lemonade Stand Foundation continues to grow and reach millions with Alex's inspiring story. The Foundation raises \$4 million for research in 2005.

## 2006

- Alex's Lemonade Stand continues to grow, with new sponsors and lemonade stands taking place all year round.
- May: Alex's Bottled Lemonade comes out in New Jersey, Pennsylvania, and Delaware with plans to expand across the country.

- June 9th - 11th: 3rd Annual National Lemonade Days - over 1000 stands are held nationwide raising approximately \$1 million during this event to fight childhood cancer.
- June 10th: Alex's Original Lemonade Stand is again held at her elementary school in Wynnewood, PA. Her family and friends raise \$97,000 at this one location.
- June: Alex's Lemonade Stand Foundation awards 30 research grants to hospitals across the country, bringing the total amount of projects funded by ALSF to 50.
- September: Childhood Cancer Awareness Month, Alex's Lemonade School Program takes off with lemonade stands, paper lemons, poems, dress-down day, bake sales, walk-a-thons, and many more creative ideas taking place from pre-schools to colleges.
- October 30th: Alex's Lemonade Stand Foundation introduces The Great Lemon Event. Over 4000 people participate in this awareness and fundraising event by wearing yellow and selling paper Lem-o-Lanterns.
- Alex's Lemonade Stand Foundation continues to grow with sponsor support, thousands of lemonade stands and over 50,000 volunteers. In 2006, the Foundation raises about \$5 million for childhood cancer research.

### 2007:

- Alex's Lemonade Stand Foundation continues to raise awareness and funds for childhood cancer research with one vision in mind - a cure for all children with cancer.
- January 20 - The First Annual Lemon Ball is held in Philadelphia, PA. The gala fundraiser honors Billy King, President and General Manager of the Philadelphia 76ers, for his enthusiastic devotion to Alex and her cause.
- June 7 - The First Annual CBS Telethon is held, reaching the entire market in Philadelphia.
- June 8-10 - The 4th Annual National Lemonade Days are held. Alex's Lemonade Stand Foundation issues the 50 State Challenge, attempting to have at least one lemonade stand in all 50 states.
- June 13 - The Great Chefs Event is held at Osteria restaurant. TV host Mark Summers emcee's the event, and for the first year chefs travel from around the country to participate.
- July - Rita's becomes the first Alex's Lemonade Stand million dollar donor.
- July - Alex's Lemonade Stand Foundation crosses the \$15 million dollar mark.

### 2008:

- Alex's Lemonade Stand Foundation begins the year having raised over \$16 million and funding 50 research grants.
- January 12 - The Second Annual Lemon Ball is held. The evening honors CBS Correspondent Tracy Smith for her dedication and friendship to Alex and her cause and raises over \$500,000.
- April - Alex's Lemonade Stand Foundation awards 30 grants to hospitals and institutions across the country.
- June 6-8 - The 5th Annual National Lemonade Days are held. Volunteers from across the country host lemonade stands simultaneously, including Alex's Original Stand in her hometown of Wynnewood, PA.
- June 18 - The Great Chefs Event to Benefit Alex's Lemonade Stand Foundation is held at Osteria Restaurant in Philadelphia. The event brings together world class chefs from across the country for a sampling of amazing food and wine. Some of the chefs close their own restaurants in order to attend.
- May - August - 11 Country Time Grand Stands are held across the country. The carnival type fundraising events feature games, music and family fun festivities. The Grand Stands are modeled after Alex's Original Stand.
- October - ALSF awards four nursing grants to improve quality of life for cancer patients.
- October 6 - Alex's Lemonade Stand Foundation has first childhood cancer charity summit. In an effort to unite all childhood cancer charities, ALSF invites organizations to open discussion of ways they can band together to cure childhood cancer.
- October 25 - The new AlexsLemonade.org launches. ALSF allows users to have their own fundraising pages, blogs and photo albums.

- Alex's Lemonade Stand Foundation begins the year have raised over \$25 million and funding 80 research projects.
- January 17 - The Third Annual Lemon Ball gala is held at the Philadelphia Marriott Downtown. The evening honors the owners and trainers of thoroughbred race horse Afleet Alex for their continued support of the foundation. The event raises over \$500,000.
- February - Alex's Lemonade Stand Foundation's Travel Fund expands to assist children going through general treatment for childhood cancer, not limited to clinical trials or experimental treatments.
- April - Alex's Lemonade Stand Foundation awards 26 new grants, extend to 18 institutions and universities in 13 states across the country.
- May - ALSF launches social media campaign which includes the participation of interns from across the country. Throughout the year, the campaign gains momentum, garnering support of various celebrities including: Peter Facinelli, Alyssa Milano, Jonathan Knight and more.
- June 12-14 - The 6th Annual National Lemonade Days are held. Volunteers from across the country host lemonade stands, including Alex's "Original" Lemonade Stand in her hometown of Wynnewood.
- June 17 - The Fourth Annual Great Chefs Event is held at Osteria restaurant, bringing together over 20 world-class chefs to cook for childhood cancer cures. Among the chefs in attendance: Tom Colicchio, Bobby Flay, Michael Symon, John Besh and more.
- June 27 - ALSF hosts the first Educational Symposium on Childhood Cancer in downtown Philadelphia. The program offers families of children with cancer the opportunity to learn about issues and topics of treatment and beyond, while sharing experiences with other families in a group setting.
- July - ALSF & TD Bank, through the TD Charitable Foundation, announce the Lemonade from Lemons School Program. The program is designed to bring ALSF's message of making a difference, helping others, and overcoming obstacles to school aged children.
- September 11-13 - in honor of Childhood Cancer Awareness Month, ALSF hosts city-wide lemonade stands in Baltimore, Cleveland and Los Angeles.
- September 17 - ALSF partners with the Jason Matthew Salon to host a Celebrity Casino Night. The event features local fare, amazing prizes and of course Roulette, Craps, Blackjack, and Poker dealt by local celebrities.
- October - ALSF announces the expansion of the Travel Fund to include Rainbow Babies & Children Hospital (Cleveland, OH), Connecticut Children's Medical Center (Hartford, CT), and Johns Hopkins Medical Center (Baltimore, MD).
- October 25 - ALSF hosts its first 5K, The Lemon Run. The event includes a 5K run, a two mile family fun walk, and a kids' race.
- November - ALSF awards Nurse Reseacher Grants to nurses at the Children's Hospital of Los Angeles, the University of Arizona, and the University of California at San Francisco.
- December - ALSF introduces 'A' Award for young researchers, a medical grant designed to jumpstart the careers of young scientists in the pediatric cancer field. The foundation's largest grant is awarded to researchers at The Ohio State University, Baylor College of Medicine and Washington University.

- Alex's Lemonade Stand Foundation starts the year having raised over 30 million dollars for childhood cancer research, funding 125 research projects.
- January 9 - The Fourth Annual Lemon Ball Gala is held at the Philadelphia Marriott Downtown. The gala has over 800 attendees and includes a performance by Grammy nominated recording artist, Jordin Sparks.
- January 31- The Scott family holds the first of many high profile stands for the 10th Anniversary of Alex's first lemonade stand at the Pro Bowl Fan Day Plaza at the Sun Life Stadium in Miami, Florida.
- May - The Rose Group, a local franchisee of Applebee's restaurants, announces their 6th annual Alex's Lemonade Stand Foundation fundraiser. The effort kicks off on May 1st with Flapjack breakfasts at all 59 Rose Group Applebee's in eastern Pennsylvania, New Jersey, Delaware, and Maryland.
- May - Alex's Lemonade Stand Foundation announces their new partnership with the Women's Professional Soccer (WPS) team, the Independence. Independence team members will wear the ALSF logo on their uniform sleeve making the Independence the first team in the WPS to display a non-profit organization logo.
- May - ALSF announces the awarding of \$5 million in new pediatric cancer research grants. The medical grants extend to 26 institutions and universities in 17 states across the country, totaling 34 new grants.
- June 9- The Fourth Annual CBS3 Phone Bank raises an astonishing \$835,775 in pledges for pediatric cancer research thanks to corporate sponsors and Delaware Valley television viewers.
- June 11-13 - The 7th Annual Lemonade Days are held. Volunteers throughout the country join together by holding lemonade stands to raise \$1 million over one weekend for childhood cancer research. Alex's "Original" Lemonade Stand is held in Alex's hometown of Wynnewood, PA.
- June 15 - The Fifth Annual Great Chefs Event is held at a new location, the Urban Outfitters headquarters at the Navy Yard in Philadelphia, PA. The event raises over \$400,000.
- June 26 - ALSF hosts the Second Annual Childhood Cancer Symposium. The free event is designed to be an educational resource for all families affected by childhood cancer including parents, siblings and childhood cancer patients themselves.
- July 31- 81 Pizza Hut locations throughout northeast Ohio host Alex's Lemonade Stands. The fundraising event raises over \$7,000.
- September- The popular American Greetings' character Strawberry Shortcake™ teams up with Alex's Lemonade Stand Foundation in support of Childhood Cancer Awareness Month. For each stand registered up to 300, Strawberry Shortcake directly donates \$50 to Alex's Lemonade Stand in honor of each stand host. The endeavor raises over \$75,000 for ALSF.
- September- November-Baby Loves Disco takes to the road to celebrate life and lemonade. The first-ever national tour for Baby Loves Disco, offers an internationally acclaimed mix of music, dancing and fun-filled activities for parents and their young children. The party lands in 45 cities, touching down in nightclubs, children's hospitals, shopping malls and schools across the United States. It's a super-dance-party special mission to spread awareness and raise money for Alex's Lemonade Stand Foundation. The Baby Loves Disco Lemonade Tour 2010 is presented by trendy fashion retailer H&M.
- November- ALSF announces the second recipient of the prestigious "A" Award to Rene Galindo, MD/PhD at the University of Texas Southwestern Medical Center in Dallas.
- November - ALSF announces awarding of the 2010 Nurse Researcher Grants. The grants, designed to improve the quality of care and life for young cancer patients and their families, will total over \$300,000 and extend to institutions in seven states.
- November - ALSF hosts L.A. Loves Alex's Lemonade, a culinary cookout event spearheaded by Suzanne Goin, Caroline Styne and David Lentz. The event brings together culinary talents from across the country to cook for childhood cancer cures and raises over \$300,000 in its inaugural year. Among those in attendance: Jennifer Garner, Jim Belushi and Jimmy Kimmel.
- December - Volvo Cars of North America (VCNA) teams up with ALSF for the holiday season to help families gain easier access to medical care and clinical trials at hospitals outside of their hometown. Volvo's Virtual Lemonade Stand proceeds were donated to ALSF's Travel Fund, which benefits families without the financial means to travel to some of the nation's top medical facilities.

## 2011

- Alex's Lemonade Stand Foundation starts the year having raised over 45 million dollars for childhood cancer research, funding 150 research projects.
- January 15 - The Fifth Annual Lemon Ball Gala is held at the Philadelphia Loews. The gala has over 840 guests and raises over \$650,000. The Lemon Ball features a Lemon Lite option, offering a "slice" of the evening. The Lemon Lite ticket allows attendees to enjoy dessert, dancing and open bar from 10PM - 12AM.
- January 26- PerkinElmer, a global technology company focused on improving the health and safety of people and the environment, challenges employees attending their global sales meeting to staff 25 Alex's Lemonade Stands throughout the Hollywood, FL area. In just two hours, employees raise over \$20,000 for Alex's Lemonade Stand Foundation.
- April - ALSF announces the addition of the Pediatric Oncology Student Training (POST) Program for graduate and medical students to ALSF's current grant opportunities. The program seeks applications from students who are interested in pursuing a career in the pediatric oncology field and looking for opportunities to continue their studies throughout the summer months.
- April - Power Home Remodeling Group, the nation's fourth largest home improvement company, becomes a national corporate sponsor of Alex's Lemonade Stand Foundation.
- May 11- ALSF awards the Children's Hospital of Philadelphia (CHOP) with a \$2 million gift. The gift is part of a longstanding partnership to eradicate pediatric cancer.
- May - ALSF announces the awarding of nearly \$4 million in new medical research grants. The medical grants will extend to 29 institutions and universities in 16 states across the country, totaling 40 new grants. ALSF marks 2011 as their inaugural year to release grants to medical and graduate students.
- June - Toys"R"Us, Inc. announces the launch of an eight-week, in-store and online fundraising, and awareness campaign benefiting ALSF. Through July, customers can make donations at all Toys"R"Us® and Babies"R"Us® stores nationwide and online. The endeavor raises over \$1.5 million for ALSF.
- June 8 - A Stand for Hope, the Alex Scott Phone Bank, breaks the million dollar mark in pledges, raising \$1,015,618 for pediatric cancer research, a record for the fundraiser which began in 2007.
- June 10-12 - The 8th Annual Lemonade Days takes place throughout country and world, with stands in Japan, Canada, and London. Alex's "Original" Lemonade Stand is held once again in Alex's hometown of Wynnewood, PA.
- June 14- The Sixth Annual Great Chefs Event is held at Urban Outfitters headquarters at the Navy Yard in Philadelphia, PA. The fun foodie event raises more than \$800,000 for childhood cancer research.
- June 18 - The Third Annual Childhood Cancer Symposium is held at the Philadelphia Marriott Downtown. This year a new teen and young adult program is introduced to attendees.